

From: [REDACTED]  
 Subject: Fwd: KUSC Kids Discovery Day at the Natural History Museum  
 Date: March 28, 2017 at 2:54 PM  
 To: Aaron Archuleta aaron@urbanplaceconsulting.com, [REDACTED]  
 Dan Stimmler stimmler@usc.edu [REDACTED] Joseph James Furin furin@usc.edu,

All - I thought you would be interested in the event below that we helped facilitate.

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From: USC News <uscnews@usc.edu>  
 Subject: KUSC Kids Discovery Day at the Natural History Museum  
 Date: March 28, 2017 at 1:06:53 PM PDT  
 To: [REDACTED]  
 Reply-To: Allison Engel <allison.engel@usc.edu>

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## News Release

**KUSC.org**  
 CLASSICAL | fm 91.5

### Classical KUSC Kids Discovery Day at Natural History Museum Set for April 9

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The "Dueling Dinos" foyer of the Natural History Museum of Los Angeles County will be filled with music and instruments on Sunday, April 9 as part of KUSC's Kids Discovery Day -- a fun-filled learning experience to introduce youngsters to the joys of classical music.



The event, to be held from 10 a.m. to 3 p.m., will take up several rooms on the museum's first floor.

There will be live musical performances by LA Opera artists, musicians from the USC Thornton School of Music's Community Engagement Programs, the Colburn School Jumpstart Wind Ensemble, the LAMusArt Choir (from the LA Music and Art School in East Los Angeles), singer-songwriter Heidi Swedberg & Friends, as well as musicians from the Inner City Youth Orchestra and the LA Chamber Orchestra.

KUSC will be broadcasting live from a table off the "Dueling Dinos" foyer until 1 p.m., with a focus on music especially appealing to kids. KUSC hosts Alan Chapman, Brian Lauritzen and John Van Driel will be on hand, as well as KUSC President Brenda Barnes.

As a special KUSC promotion, kids under 18 get in for free. Adults will receive \$2 off the museum's normal admission prices. A link to reserving tickets (skip the lines!) has been set up by the museum: [www.nhm.org/kusc](http://www.nhm.org/kusc). Or, attendees can simply say "KUSC" at the ticket booth on the day of the event to get the special prices.

Activities for kids include an Instrument Petting Zoo sponsored by the LA Philharmonic Affiliates, Guitar Anatomy Lessons and an Instrument Repair Showcase with McGee's Guitar Shop staff.

Guitar Anatomy Lessons and an Instrument Repair Showcase with McCabe's Guitar Shop staff, "Opera Birds of a Feather": arts and crafts with LA Opera's Education Division and Moodles, a brand new app designed by KUSC enabling kids to create, record, and share their own original tunes on a mobile device.

In addition, many Los Angeles area music organizations that train and cater to kids will have tables set up to share their concert and class schedules.

A link to reserving tickets (skip the lines!) has been set up by the museum: [www.nhm.org/kusc](http://www.nhm.org/kusc). Or, attendees can simply say "KUSC" at the ticket booth on the day of the event to get the special prices.

Musical performances will take place in both the North American Mammals Hall and the African Mammals Hall on Level 1 of the museum.

### **Schedule:**

10:30 a.m.- LA MusArt Choir; Austin Chanu, conductor

11:00 a.m. - LA Opera artists Lisa Eden, Ashley Faatoalia and Nino Sanikidze

12:00 p.m. - Heidi Swedberg & Friends

12:30 p.m. - USC Thornton Cello & Guitar Duo

1:00 p.m. - Colburn School Jumpstart Wind Ensemble

1:30 p.m. - Colburn School Jumpstart Wind Ensemble (2nd performance)

2:00 p.m. - USC Thornton Popular Music Trio

2:30 p.m. - Ensemble from Inner City Youth Orchestra and LA Chamber Orchestra

2:50 p.m. - Ensemble from Inner City Youth Orchestra and LA Chamber Orchestra (2nd performance)

[The images below are from a similar Discovery Day held by KUSC's sister station, Classical KDFC, at the Tech Museum of Innovation in San Jose in 2016. Photos by John Williams.]



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